Lampiran 1: Kuesioner

No. Responden: .....

Dengan hormat,

Untuk memenuhi penelitian tugas akhir, saya sebagai mahasiswa Universitas Katolik Widya Mandala Surabaya, sangat mengharapkan kesediaan Ibu/Bapak/Saudari/Saudara meluangkan sedikit waktu untuk mengisi kuesioner mengenai meneliti dengan judul "Pilihan Format Ritel pada Konsumen Elektronik di Surabaya".

Hormat saya,

Petunjuk

Berilah tanda silang (X) pada salah satu jawaban yang anda pilih.

A. Berapa usia anda ….. Tahun
B. Jenis kelamin:
    1. Pria
    2. Wanita

C .Berapa penghasilan per bulan anda Rp……

D. Pendidikan terakhir:
    1. SMU
    2. DIPLOMA
    3. S1
    4. S2 atau S3

Bagaimana tanggapan anda mengenai pernyataan di bawah ini:

Keterangan:
f. Tidak penting = 1
g. Kurang penting = 2
h. Kadang-kadang penting = 3
i. Penting = 4
j. Sangat penting = 5

Petunjuk

Pilihlah salah satu alternatif jawaban dengan memberi tanda silang (X) untuk menunjukkan betapa pentingnya masing-masing pernyataan berikut:

NO	**PERNYATAAN**	**1**	**2**	**3**	**4**	**5**
	Atribut ritel (X_2)					
1	Harga yang bersaing					
2	Produk yang terbaik					
3	Produk yang terbaru					
4	Layanan pelanggan					
5	Jam operasional					
6.	Kemudahan akses toko					
7.	Atmosfir toko					

Bagaimana tanggapan anda mengenai pernyataan di bawah ini:

Keterangan:

a. Tidak pernah = 1
b. Jarang = 2
c. Kadang-kadang = 3
d. Sering = 4
e. Sangat sering = 5

Petunjuk

Pilihlah salah satu alternatif jawaban dengan memberi tanda silang (X) untuk menunjukkan betapa sering membeli produk pada masing-masing pernyataan:

NO	**PERNYATAAN**	**1**	**2**	**3**	**4**	**5**
	Format ritel					
1	Toko elektronik (misal Hartono elektronik)					
2	Hypermarket (misal Carefour)					
3	Toko online (misal Bagus.com)					

Lampiran 2: Tabulasi Data Responden

No	X_1	X_2	X_3	$X_{4.1}$	$X_{4.2}$	$X_{4.3}$	$X_{4.4}$
1	49.0	0.0	3.5	0.0	1.0	1.0	1.0
2	41.0	0.0	4.0	0.0	1.0	0.0	1.0
3	31.0	0.0	3.2	1.0	0.0	1.0	1.0
4	32.0	0.0	5.0	1.0	1.0	0.0	1.0
5	40.0	0.0	4.0	1.0	1.0	0.0	1.0
6	25.0	0.0	2.7	1.0	0.0	1.0	1.0
7	43.0	0.0	5.0	1.0	1.0	0.0	1.0
8	35.0	0.0	4.2	1.0	1.0	0.0	1.0
9	27.0	0.0	2.3	0.0	1.0	1.0	1.0
10	28.0	0.0	3.2	1.0	1.0	0.0	1.0
11	26.0	0.0	2.5	1.0	0.0	1.0	1.0
12	31.0	0.0	9.5	1.0	1.0	1.0	0.0
13	30.0	0.0	3.0	1.0	1.0	0.0	1.0
14	43.0	0.0	3.2	0.0	1.0	1.0	1.0
15	41.0	0.0	3.0	0.0	1.0	1.0	1.0
16	43.0	0.0	4.6	1.0	1.0	0.0	1.0
17	31.0	0.0	3.7	1.0	1.0	0.0	1.0
18	52.0	0.0	7.0	1.0	1.0	0.0	1.0
19	49.0	0.0	5.2	1.0	1.0	0.0	1.0
20	27.0	0.0	2.3	1.0	1.0	0.0	1.0
21	26.0	0.0	1.8	1.0	0.0	1.0	1.0
22	28.0	0.0	1.9	1.0	0.0	1.0	1.0
23	28.0	0.0	1.8	1.0	0.0	1.0	1.0
24	30.0	0.0	2.0	0.0	1.0	1.0	1.0
25	32.0	0.0	2.3	0.0	1.0	1.0	1.0
26	34.0	1.0	2.9	1.0	0.0	1.0	1.0
27	37.0	0.0	9.0	1.0	1.0	1.0	0.0
28	31.0	0.0	2.9	0.0	1.0	1.0	1.0
29	29.0	0.0	2.5	1.0	1.0	0.0	1.0

30	31.0	0.0	1.9	1.0	0.0	1.0	1.0
31	28.0	0.0	2.2	1.0	1.0	0.0	1.0
32	45.0	0.0	9.2	1.0	1.0	1.0	0.0
33	56.0	0.0	4.3	0.0	1.0	1.0	1.0
34	44.0	0.0	3.7	0.0	1.0	1.0	1.0
35	42.0	0.0	3.2	0.0	1.0	1.0	1.0
36	37.0	0.0	4.3	1.0	1.0	0.0	1.0
37	28.0	0.0	2.8	1.0	1.0	0.0	1.0
38	30.0	0.0	2.9	0.0	1.0	1.0	1.0
39	32.0	0.0	3.0	0.0	1.0	1.0	1.0
40	26.0	1.0	2.3	0.0	1.0	1.0	1.0
41	26.0	1.0	2.5	0.0	1.0	1.0	1.0
42	31.0	0.0	2.2	1.0	1.0	0.0	1.0
43	38.0	0.0	2.6	1.0	1.0	0.0	1.0
44	30.0	0.0	2.8	1.0	1.0	0.0	1.0
45	43.0	0.0	3.0	0.0	1.0	1.0	1.0
46	42.0	0.0	3.2	0.0	1.0	1.0	1.0
47	36.0	0.0	3.7	1.0	0.0	1.0	1.0
48	46.0	0.0	4.0	1.0	1.0	0.0	1.0
49	39.0	0.0	4.0	1.0	1.0	0.0	1.0
50	29.0	0.0	2.9	1.0	1.0	0.0	1.0
51	25.0	0.0	2.1	1.0	0.0	1.0	1.0
52	28.0	0.0	2.4	1.0	0.0	1.0	1.0
53	28.0	0.0	2.3	1.0	0.0	1.0	1.0
54	32.0	0.0	2.6	1.0	0.0	1.0	1.0
55	27.0	0.0	3.2	1.0	1.0	0.0	1.0
56	31.0	0.0	4.0	1.0	1.0	0.0	1.0
57	28.0	0.0	3.5	1.0	1.0	0.0	1.0
58	26.0	0.0	2.3	0.0	1.0	1.0	1.0
59	29.0	0.0	3.0	1.0	0.0	1.0	1.0
60	30.0	0.0	4.2	1.0	1.0	0.0	1.0

61	29.0	0.0	4.2	1.0	1.0	0.0	1.0
62	31.0	0.0	3.5	1.0	1.0	0.0	1.0
63	29.0	0.0	2.8	1.0	1.0	0.0	1.0
64	30.0	0.0	3.0	1.0	1.0	0.0	1.0
65	30.0	1.0	2.9	0.0	1.0	1.0	1.0
66	33.0	1.0	3.2	1.0	1.0	0.0	1.0
67	34.0	1.0	3.6	0.0	1.0	1.0	1.0
68	41.0	1.0	3.9	1.0	1.0	0.0	1.0
69	38.0	1.0	3.2	0.0	1.0	1.0	1.0
70	28.0	1.0	2.9	1.0	1.0	0.0	1.0
71	29.0	1.0	3.2	0.0	1.0	1.0	1.0
72	32.0	1.0	5.0	1.0	1.0	0.0	1.0
73	31.0	1.0	4.7	1.0	1.0	0.0	1.0
74	35.0	1.0	5.3	1.0	1.0	0.0	1.0
75	37.0	1.0	9.0	1.0	1.0	1.0	0.0
76	40.0	1.0	9.4	1.0	1.0	1.0	0.0
77	28.0	1.0	2.1	1.0	1.0	0.0	1.0
78	53.0	1.0	3.2	0.0	1.0	1.0	1.0
79	44.0	1.0	3.0	0.0	1.0	1.0	1.0
80	47.0	1.0	2.8	0.0	1.0	1.0	1.0
81	32.0	1.0	3.2	1.0	1.0	0.0	1.0
82	26.0	1.0	2.2	1.0	0.0	1.0	1.0
83	25.0	1.0	2.5	1.0	1.0	0.0	1.0
84	29.0	1.0	2.9	0.0	1.0	1.0	1.0
85	31.0	1.0	3.9	1.0	1.0	0.0	1.0
86	27.0	1.0	2.9	1.0	1.0	0.0	1.0
87	28.0	1.0	2.6	0.0	1.0	1.0	1.0
88	29.0	1.0	2.3	0.0	1.0	1.0	1.0
89	23.0	1.0	2.4	1.0	0.0	1.0	1.0
90	29.0	1.0	2.0	0.0	1.0	1.0	1.0
91	23.0	1.0	2.3	1.0	0.0	1.0	1.0

92	31.0	1.0	3.0	1.0	1.0	0.0	1.0
93	29.0	1.0	2.9	1.0	0.0	0.0	1.0
94	29.0	1.0	2.3	1.0	0.0	1.0	1.0
95	30.0	1.0	2.4	1.0	0.0	1.0	1.0
96	27.0	1.0	2.8	1.0	1.0	0.0	1.0
97	30.0	1.0	3.0	1.0	1.0	0.0	1.0
98	43.0	1.0	3.2	0.0	1.0	1.0	1.0
99	44.0	1.0	3.2	0.0	1.0	1.0	1.0
100	42.0	1.0	3.0	0.0	1.0	1.0	1.0
101	29.0	1.0	2.7	0.0	1.0	1.0	1.0
102	24.0	1.0	2.2	1.0	1.0	0.0	1.0
103	25.0	1.0	2.5	1.0	1.0	0.0	1.0

No	$X_{5.1}$	$X_{5.2}$	$X_{5.3}$	$X_{5.4}$	$X_{5.5}$	$X_{5.6}$	$X_{5.7}$	X_5
1	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
2	4.0	4.0	4.0	3.0	4.0	4.0	4.0	27.0
3	4.0	3.0	4.0	4.0	3.0	4.0	3.0	25.0
4	4.0	5.0	3.0	4.0	5.0	4.0	5.0	30.0
5	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
6	3.0	3.0	3.0	4.0	3.0	4.0	3.0	23.0
7	3.0	4.0	3.0	3.0	3.0	3.0	3.0	22.0
8	3.0	3.0	4.0	3.0	3.0	4.0	4.0	24.0
9	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
10	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0
11	4.0	4.0	4.0	4.0	4.0	4.0	5.0	29.0
12	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
13	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
14	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0
15	3.0	5.0	3.0	3.0	3.0	3.0	3.0	23.0
16	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
17	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0

18	4.0	3.0	2.0	3.0	3.0	2.0	3.0	20.0
19	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
20	4.0	4.0	5.0	4.0	4.0	4.0	4.0	29.0
21	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
22	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
23	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
24	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
25	4.0	4.0	4.0	4.0	4.0	4.0	5.0	29.0
26	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
27	4.0	4.0	3.0	4.0	4.0	4.0	4.0	27.0
28	4.0	5.0	4.0	4.0	5.0	5.0	4.0	31.0
29	4.0	4.0	3.0	4.0	4.0	4.0	4.0	27.0
30	5.0	4.0	4.0	5.0	4.0	4.0	5.0	31.0
31	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0
32	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
33	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
34	4.0	5.0	4.0	4.0	5.0	4.0	4.0	30.0
35	4.0	5.0	4.0	4.0	5.0	4.0	4.0	30.0
36	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0
37	5.0	4.0	5.0	5.0	4.0	4.0	4.0	31.0
38	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0
39	4.0	4.0	3.0	4.0	4.0	4.0	4.0	27.0
40	4.0	5.0	4.0	4.0	5.0	5.0	5.0	32.0
41	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
42	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0
43	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
44	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
45	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
46	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0
47	4.0	4.0	4.0	4.0	4.0	4.0	5.0	29.0
48	4.0	4.0	4.0	4.0	4.0	4.0	4.0	28.0

49	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
50	3.0	3.0	2.0	3.0	3.0	3.0	3.0	20.0
51	4.0	4.0	4.0	4.0	4.0	5.0	5.0	30.0
52	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
53	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
54	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0
55	4.0	4.0	4.0	4.0	4.0	5.0	4.0	29.0
56	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
57	3.0	3.0	2.0	3.0	3.0	3.0	3.0	20.0
58	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
59	4.0	4.0	5.0	4.0	4.0	5.0	5.0	31.0
60	4.0	5.0	4.0	4.0	5.0	4.0	4.0	30.0
61	4.0	5.0	4.0	4.0	5.0	4.0	4.0	30.0
62	4.0	4.0	4.0	4.0	4.0	4.0	5.0	29.0
63	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
64	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
65	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
66	4.0	4.0	4.0	4.0	4.0	3.0	4.0	27.0
67	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
68	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
69	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
70	5.0	5.0	5.0	5.0	5.0	5.0	5.0	35.0
71	4.0	5.0	4.0	4.0	5.0	5.0	5.0	32.0
72	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
73	4.0	3.0	4.0	4.0	3.0	3.0	3.0	24.0
74	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
75	4.0	4.0	4.0	4.0	4.0	3.0	4.0	27.0
76	3.0	4.0	4.0	3.0	4.0	4.0	4.0	26.0
77	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
78	4.0	5.0	4.0	4.0	5.0	5.0	5.0	32.0
79	4.0	4.0	4.0	4.0	4.0	3.0	4.0	27.0

80	5.0	5.0	4.0	5.0	5.0	5.0	5.0	34.0
81	4.0	4.0	3.0	4.0	4.0	4.0	4.0	27.0
82	4.0	4.0	4.0	4.0	4.0	4.0	4.0	28.0
83	2.0	2.0	2.0	2.0	2.0	3.0	3.0	16.0
84	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
85	4.0	4.0	4.0	4.0	4.0	4.0	4.0	28.0
86	3.0	3.0	3.0	3.0	3.0	4.0	4.0	23.0
87	4.0	4.0	4.0	4.0	4.0	4.0	5.0	29.0
88	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
89	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
90	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
91	4.0	5.0	4.0	4.0	5.0	5.0	5.0	32.0
92	3.0	4.0	3.0	3.0	4.0	4.0	4.0	25.0
93	4.0	3.0	3.0	4.0	3.0	3.0	3.0	23.0
94	4.0	5.0	5.0	4.0	5.0	5.0	5.0	33.0
95	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
96	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
97	3.0	3.0	3.0	3.0	3.0	3.0	3.0	21.0
98	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
99	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
100	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0
101	5.0	4.0	4.0	5.0	4.0	4.0	4.0	30.0
102	4.0	5.0	3.0	4.0	5.0	4.0	4.0	29.0
103	5.0	5.0	5.0	5.0	5.0	4.0	4.0	33.0

No	**Y_1**	**Y_2**	**Y_3**	**Y**
1	4.0	4.0	1.0	8.0
2	4.0	4.0	3.0	10.0
3	4.0	3.0	1.0	7.0

4	5.0	5.0	2.0	10.0
5	4.0	4.0	3.0	10.0
6	4.0	3.0	1.0	7.0
7	4.0	5.0	2.0	8.0
8	4.0	2.0	3.0	8.0
9	5.0	1.0	1.0	4.0
10	5.0	3.0	3.0	9.0
11	5.0	3.0	1.0	7.0
12	4.0	1.0	2.0	4.0
13	5.0	3.0	1.0	7.0
14	4.0	2.0	1.0	6.0
15	3.0	3.0	1.0	7.0
16	3.0	3.0	1.0	7.0
17	4.0	4.0	3.0	9.0
18	5.0	3.0	1.0	6.0
19	4.0	4.0	1.0	7.0
20	4.0	4.0	2.0	8.0
21	4.0	4.0	2.0	9.0
22	4.0	4.0	3.0	9.0
23	3.0	3.0	3.0	9.0
24	3.0	3.0	3.0	9.0
25	4.0	5.0	3.0	12.0
26	3.0	3.0	1.0	7.0
27	4.0	4.0	2.0	7.0
28	5.0	4.0	1.0	8.0
29	4.0	4.0	2.0	8.0
30	4.0	5.0	2.0	9.0
31	4.0	4.0	3.0	10.0
32	4.0	4.0	3.0	10.0
33	3.0	3.0	1.0	7.0
34	4.0	4.0	2.0	9.0

35	4.0	4.0	2.0	8.0
36	4.0	4.0	2.0	9.0
37	4.0	4.0	2.0	9.0
38	4.0	4.0	3.0	10.0
39	4.0	4.0	3.0	10.0
40	5.0	5.0	2.0	9.0
41	4.0	4.0	5.0	12.0
42	4.0	4.0	3.0	9.0
43	4.0	4.0	3.0	10.0
44	4.0	4.0	3.0	10.0
45	4.0	4.0	2.0	8.0
46	4.0	4.0	5.0	12.0
47	4.0	5.0	2.0	9.0
48	4.0	4.0	2.0	9.0
49	3.0	3.0	3.0	8.0
50	3.0	3.0	1.0	6.0
51	5.0	5.0	1.0	8.0
52	3.0	3.0	3.0	8.0
53	3.0	3.0	2.0	8.0
54	4.0	4.0	2.0	10.0
55	5.0	4.0	3.0	10.0
56	3.0	3.0	3.0	9.0
57	3.0	3.0	3.0	9.0
58	3.0	3.0	3.0	9.0
59	5.0	5.0	3.0	10.0
60	4.0	4.0	2.0	7.0
61	4.0	4.0	3.0	8.0
62	4.0	5.0	3.0	12.0
63	3.0	3.0	2.0	8.0
64	4.0	4.0	3.0	11.0
65	3.0	3.0	3.0	9.0

66	3.0	3.0	2.0	8.0
67	3.0	3.0	2.0	8.0
68	3.0	3.0	3.0	9.0
69	3.0	3.0	3.0	9.0
70	5.0	5.0	3.0	11.0
71	5.0	5.0	3.0	12.0
72	3.0	3.0	3.0	9.0
73	3.0	3.0	1.0	7.0
74	4.0	4.0	1.0	9.0
75	3.0	4.0	2.0	9.0
76	4.0	4.0	3.0	11.0
77	4.0	4.0	2.0	10.0
78	5.0	5.0	3.0	11.0
79	3.0	4.0	2.0	9.0
80	5.0	5.0	1.0	9.0
81	4.0	4.0	2.0	10.0
82	4.0	4.0	2.0	10.0
83	3.0	3.0	3.0	9.0
84	3.0	3.0	3.0	9.0
85	4.0	4.0	2.0	10.0
86	4.0	4.0	3.0	11.0
87	4.0	5.0	2.0	11.0
88	3.0	3.0	1.0	7.0
89	3.0	3.0	1.0	7.0
90	3.0	3.0	2.0	8.0
91	5.0	5.0	1.0	10.0
92	4.0	4.0	1.0	6.0
93	3.0	3.0	2.0	8.0
94	5.0	5.0	1.0	9.0
95	4.0	4.0	1.0	9.0
96	3.0	3.0	1.0	7.0

97	3.0	3.0	2.0	8.0
98	4.0	4.0	2.0	10.0
99	4.0	4.0	1.0	9.0
100	4.0	4.0	1.0	9.0
101	4.0	4.0	2.0	10.0
102	4.0	4.0	1.0	6.0
103	4.0	4.0	3.0	9.0

Lampiran 3: Deskripsi data

X1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	23	2	1.9	1.9	1.9
	24	1	1.0	1.0	2.9
	25	4	3.9	3.9	6.8
	26	6	5.8	5.8	12.6
	27	5	4.9	4.9	17.5
	28	11	10.7	10.7	28.2
	29	12	11.7	11.7	39.8
	30	9	8.7	8.7	48.5
	31	11	10.7	10.7	59.2
	32	6	5.8	5.8	65.0
	33	1	1.0	1.0	66.0
	34	2	1.9	1.9	68.0
	35	2	1.9	1.9	69.9
	36	1	1.0	1.0	70.9
	37	3	2.9	2.9	73.8
	38	2	1.9	1.9	75.7
	39	1	1.0	1.0	76.7
	40	2	1.9	1.9	78.6
	41	3	2.9	2.9	81.6
	42	3	2.9	2.9	84.5
	43	5	4.9	4.9	89.3
	44	3	2.9	2.9	92.2
	45	1	1.0	1.0	93.2
	46	1	1.0	1.0	94.2

	47	1	1.0	1.0	95.1
	49	2	1.9	1.9	97.1
	52	1	1.0	1.0	98.1
	53	1	1.0	1.0	99.0
	56	1	1.0	1.0	100.0
	Total	103	100.0	100.0	

X2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	61	59.2	59.2	59.2
	Wanita	42	40.8	40.8	100.0
	Total	103	100.0	100.0	

X3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.8	2	1.9	1.9	1.9
	1.9	2	1.9	1.9	3.9
	2	2	1.9	1.9	5.8
	2.1	2	1.9	1.9	7.8
	2.2	4	3.9	3.9	11.7
	2.3	9	8.7	8.7	20.4
	2.4	3	2.9	2.9	23.3
	2.5	5	4.9	4.9	28.2
	2.6	3	2.9	2.9	31.1
	2.7	2	1.9	1.9	33.0
	2.8	5	4.9	4.9	37.9

	2.9	9	8.7	8.7	46.6
	3	10	9.7	9.7	56.3
	3.2	13	12.6	12.6	68.9
	3.5	3	2.9	2.9	71.8
	3.6	1	1.0	1.0	72.8
	3.7	3	2.9	2.9	75.7
	3.9	2	1.9	1.9	77.7
	4	5	4.9	4.9	82.5
	4.2	3	2.9	2.9	85.4
	4.3	2	1.9	1.9	87.4
	4.6	1	1.0	1.0	88.3
	4.7	1	1.0	1.0	89.3
	5	3	2.9	2.9	92.2
	5.2	1	1.0	1.0	93.2
	5.3	1	1.0	1.0	94.2
	7	1	1.0	1.0	95.1
	9	2	1.9	1.9	97.1
	9.2	1	1.0	1.0	98.1
	9.4	1	1.0	1.0	99.0
	9.5	1	1.0	1.0	100.0
	Total	103	100.0	100.0	

X41

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMU	33	32.0	32.0	32.0
	Lain	70	68.0	68.0	100.0
	Total	103	100.0	100.0	

X42

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	20	19.4	19.4	19.4
	Lain	83	80.6	80.6	100.0
	Total	103	100.0	100.0	

X43

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	47	45.6	45.6	45.6
	Lain	56	54.4	54.4	100.0
	Total	103	100.0	100.0	

X42

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	20	19.4	19.4	19.4
	Lain	83	80.6	80.6	100.0
	Total	103	100.0	100.0	

X44

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S2 atau S3	5	4.9	4.9	4.9
	Lain	98	95.1	95.1	100.0
	Total	103	100.0	100.0	

Lampiran 4: Validitas dan Reliabilitas Atribut Ritel (X_5)

Correlations

		X51	X52	X53	X54	X55	X56	X57	X5
X51	Pearson Correlation	1	.473**	.585**	.969**	.516**	.340**	.392**	.749**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	103	103	103	103	103	103	103	103
X52	Pearson Correlation	.473**	1	.515**	.469**	.962**	.703**	.698**	.863**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	103	103	103	103	103	103	103	103
X53	Pearson Correlation	.585**	.515**	1	.592**	.540**	.589**	.585**	.775**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	103	103	103	103	103	103	103	103
X54	Pearson Correlation	.969**	.469**	.592**	1	.511**	.377**	.386**	.753**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	103	103	103	103	103	103	103	103
X55	Pearson Correlation	.516**	.962**	.540**	.511**	1	.743**	.740**	.895**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	103	103	103	103	103	103	103	103
X56	Pearson Correlation	.340**	.703**	.589**	.377**	.743**	1	.837**	.807**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	103	103	103	103	103	103	103	103
X57	Pearson Correlation	.392**	.698**	.585**	.386**	.740**	.837**	1	.816**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	103	103	103	103	103	103	103	103
X5	Pearson Correlation	.749**	.863**	.775**	.753**	.895**	.807**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	103	103	103	103	103	103	103	103

**. Correlation is significant at the 0.01 level (2tailed).

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	103	100.0
	Excluded[a]	0	.0
	Total	103	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.912	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X51	22.87	12.896	.660	.906
X52	22.77	11.631	.797	.891
X53	23.16	12.485	.686	.904
X54	22.88	12.849	.665	.906
X55	22.80	11.399	.843	.886
X56	22.95	12.772	.740	.898
X57	22.88	12.575	.748	.897

Validitas dan Reliabilitas Format Ritel (Y)

Correlations

		Y1	Y2	Y3	Y
Y1	Pearson Correlation	1	.498**	-.080	.629**
	Sig. (2-tailed)		.000	.420	.000
	N	103	103	103	103
Y2	Pearson Correlation	.498**	1	.122	.790**
	Sig. (2-tailed)	.000		.219	.000
	N	103	103	103	103
Y3	Pearson Correlation	-.080	.122	1	.591**
	Sig. (2-tailed)	.420	.219		.000
	N	103	103	103	103
Y	Pearson Correlation	.629**	.790**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	103	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	103	100.0
	Excluded[a]	0	.0
	Total	103	100.0

Case Processing Summary

		N	%
Cases	Valid	103	100.0
	Excluded[a]	0	.0
	Total	103	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.749	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	15.5922	8.028	.475	.742
Y2	15.7379	6.803	.656	.654
Y3	17.3107	7.687	.358	.778

Lampiran 5: Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749[a]	.561	.524	.464

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.858	8	3.232	15.012	.000[a]
	Residual	20.239	94	.215		
	Total	46.097	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.850	1.227		-.693	.490		
	X1	-.010	.009	-.106	-1.066	.289	.474	2.110
	X2	-.205	.096	-.150	-2.131	.066	.938	1.067
	X3	.137	.077	.323	1.770	.080	.140	7.137
	X41	.242	.347	.169	.698	.487	.080	2.567
	X42	.097	.343	.057	.283	.778	.114	8.791
	X43	.187	.339	.139	.552	.582	.073	3.664
	X44	1.085	.607	.348	1.786	.077	.123	8.143
	X5	.123	.012	.743	10.584	.000	.948	1.055

a. Dependent Variable:
Y1

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.43	4.85	3.86	.503	103
Residual	-.850	1.520	.000	.445	103
Std. Predicted Value	-2.847	1.958	.000	1.000	103
Std. Residual	-1.832	3.275	.000	.960	103

a. Dependent Variable: Y1

Regresiion Y2

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623[a]	.388	.336	.669

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.706	8	3.338	7.448	.000[a]
	Residual	42.129	94	.448		
	Total	68.835	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.296	1.770		-.167	.867		
	X1	.024	.013	.212	1.810	.073	.474	2.110
	X2	.209	.139	.126	1.511	.134	.938	1.067
	X3	-.097	.112	-.188	-.872	.385	.140	7.137
	X41	.378	.501	.216	.755	.452	.080	2.567
	X42	-.015	.494	-.007	-.030	.976	.114	8.791
	X43	.015	.490	.009	.030	.976	.073	3.664
	X44	.024	.876	.006	.027	.978	.123	8.143
	X5	.120	.017	.593	7.153	.000	.948	1.055

a. Dependent Variable:
Y2

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.57	4.87	3.72	.512	103
Residual	-2.613	1.742	.000	.643	103
Std. Predicted Value	-2.254	2.248	.000	1.000	103
Std. Residual	-3.903	2.602	.000	.960	103

a. Dependent Variable: Y2

Regression Y3

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y3

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.064	.872

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y3

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.350	8	1.419	1.866	.075[a]
	Residual	71.465	94	.760		
	Total	82.816	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: Y3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.936	2.305		2.575	.012		
	X1	-.026	.017	-.209	-1.500	.137	.474	2.110
	X2	-.325	.181	-.178	-1.800	.075	.938	1.067
	X3	-.113	.146	-.198	-.775	.440	.140	7.137
	X41	-.759	.653	-.395	-1.163	.248	.080	2.567
	X42	.038	.644	.017	.058	.954	.114	8.791
	X43	-.723	.638	-.401	-1.134	.260	.073	3.664
	X44	-1.675	1.141	-.401	-1.468	.145	.123	8.143
	X5	.002	.022	.009	.095	.925	.948	1.055

a. Dependent Variable: Y3

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.30	2.85	2.15	.334	103
Residual	-1.682	2.797	.000	.837	103
Std. Predicted Value	-2.547	2.107	.000	1.000	103
Std. Residual	-1.929	3.208	.000	.960	103

a. Dependent Variable: Y3

Lampiran 6: Uji Park

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LnE2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335[a]	.112	.037	1.88921

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.422	8	5.303	1.486	.173[a]
	Residual	335.497	94	3.569		
	Total	377.920	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: LnE2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.478	4.994		-1.698	.093
	X1	-.021	.037	-.079	-.557	.579
	X2	-.772	.391	-.198	-1.974	.061
	X3	.613	.315	.505	1.945	.065
	X41	.398	1.414	.097	.282	.779
	X42	-.224	1.395	-.046	-.161	.873
	X43	.643	1.382	.167	.465	.643
	X44	3.257	2.472	.365	1.318	.191
	X5	.040	.047	.084	.839	.404

a. Dependent Variable:
LnE2

Uji park Y2

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LnE2.2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.284[a]	.081	.003	3.08604

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.754	8	9.844	1.034	.417[a]
	Residual	895.225	94	9.524		
	Total	973.979	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: LnE2.2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.509	8.157		.308	.759
	X1	-.028	.061	-.067	-.469	.640
	X2	.144	.639	.023	.225	.822
	X3	.242	.515	.124	.469	.640
	X41	-1.554	2.310	-.236	-.673	.503
	X42	-2.780	2.279	-.358	-1.220	.226
	X43	-1.540	2.257	-.249	-.682	.497
	X44	-3.356	4.037	-.235	-.831	.408
	X5	.064	.077	.085	.834	.406

a. Dependent Variable: LnE2.2

Uji park Y3

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X5, X44, X2, X42, X1, X41, X3, X43[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LnE2.3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229[a]	.053	-.028	1.91057

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.013	8	2.377	.651	.733[a]
	Residual	343.125	94	3.650		
	Total	362.137	102			

a. Predictors: (Constant), X5, X44, X2, X42, X1, X41, X3, X43

b. Dependent Variable: LnE2.3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.411	5.050		-1.071	.287
	X1	-.025	.038	-.097	-.663	.509
	X2	-.269	.396	-.071	-.680	.498
	X3	-.063	.319	-.053	-.197	.844
	X41	2.003	1.430	.499	1.401	.165
	X42	2.475	1.411	.522	1.754	.083
	X43	2.387	1.397	.634	1.709	.091
	X44	1.513	2.500	.173	.605	.546
	X5	-.036	.048	-.077	-.748	.456

a. Dependent Variable: LnE2.3